

**To the Mayor and Members of the City Council****June 14, 2016**

Page 1 of 1

SUBJECT: CITY HALL ADDRESS AND CUSTOMER SERVICE LOCATIONS

The purpose of this informal report is to identify solutions to make it easier for citizens to find the correct location where City services are provided within the downtown municipal complex.

There is often confusion for visitors to the municipal complex when trying to ascertain which building to go to for the services they are seeking. A large source of this confusion comes from having two buildings (City Hall and the A.D. Marshall Public Safety and Courts Building) both having the same physical address with very limited signage.

City Hall was previously housed in the A.D. Marshall Building with the address of 1000 Throckmorton. When the current City Hall building was completed in the early 1970's and the City Hall moniker was moved to the new building, a decision was made to use the same physical address for both the A.D. Marshall Building and the new City Hall, even though the new City Hall building is not on Throckmorton. The City Hall building is bordered by the 1000 block of Jennings Avenue, the 200 block of W 10th Street, the 900 block of Monroe Street, and 200 block of Texas Street.

It is recommended that the address for the existing City Hall be changed from 1000 Throckmorton to 200 Texas Street. Having a simple address on Texas Street will provide an iconic name that will make the address easy to remember. It will also direct visitors who might be driving to the south entrance of the building, which is where the citizen parking lot is located. The intent is to implement this change in a manner that there is little to no impact on costs. Existing stationary, letterhead and forms with the current address will continue to be used until exhausted.

In addition to the address change, it is recommended that the exterior signs on City Hall and the A.D. Marshall Building be updated. City Hall currently has signs on all four corners that say "Fort Worth Municipal Building". These signs would be changed to read "Fort Worth City Hall, 200 Texas Street". The A.D. Marshall Building currently has signage located about 30 feet above street level. Signs will be added closer to eye level with the name and function of the building. Graphic wayfinding guides will also be added to the lobbies of all of the downtown municipal complex buildings to visually show where the major customer services are located.

The change of address, change in building signage, and addition of wayfinding information in the building lobbies will make it easier for our customers to find City services in the downtown municipal complex. If directed to proceed, the change in address could be implemented with an effective date of January 1, 2017.

David Cooke
City Manager